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"Sometimes one's reason and strength are valued more highly by the places where they don't want you to be " (P. García)

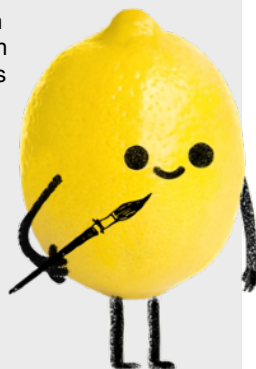
LEMON ART EXHIBITION TOUR RETURNS TO THE MAIN EUROPEAN CITIES

The Welcome to the Lemon Age campaign is making a strong comeback in the world of art and culture with the re-edition of the **Lemon Art Exhibition Tour**, a travelling exhibition that will be travelling around the main cities in Spain and Europe until the end of this year. For a few weeks, these cities will become the most original showcase for lemons grown and produced in Europe.

In this way, eight artists will be in charge of dressing up the European lemon through their vision of this citrus fruit and the unique style that they represent with the aim of highlighting the intrinsic and differentiating characteristics of the European lemon. The recreations are **focused on naturalness, health, quality, freshness, sustainability, leadership, versatility and lifestyle**; qualities that have made it a true reference in the international fruit and vegetable sector.

The exhibition consisting of lemons over two metres high will start at the beginning of March in **Berlin**, before moving on a few kilometres to **Hamburg**. After passing through Germany, will be the host city for the urban gallery throughout the month of April, which will rest until the end of next summer, when it will disembark in Spain.

Thus, the European lemon is once again taking to the streets to claim its unique properties and make visible the efforts of those who work it every day, after the success achieved in 2021.



Expectations, risk, herd effect and lemons

Psychologists say that the expectation of enjoying something in the future produces more satisfaction than the actual enjoyment itself.

For example, when planning to buy a car, it seems to be more satisfying to think that you are going to get a new model of the latest generation than to actually get it on the day it is delivered. These are the mind games that often condition our behavior and can even lead us to act in an economically illogical or irrational way. Translated to our activity, in the lemon market at orchard level, expectations of the future evolution of prices sometimes generate euphoria thanks to this psychological mechanism that makes us enjoy today by the simple fact of thinking about the future. Although we often take the risk that, in the end, we are hit by a cold shower that brings us back to reality.



But **we have to see things in perspective**. And perspective is provided by statistics, data, calm and objective analysis. Keeping a cool, clear head, in short. Sometimes these mental springs distract us and make us believe that there is little risk in the future, or more expectation of success than there really is.

We often observe what economists refer to as the **"herd effect"** of which we have many examples. This herd effect refers to the behavioral phenomenon that describes people following the crowd even in the absence of information that suggests otherwise.

When there is a stampede of deposits in a bank, clients do not actually withdraw their money because of a capital problem or lack of provisions, but because the man next door is doing it. Another example occurs when people flock to supermarkets to stockpile food because of an unfounded fear of supply problems.

This herd effect also occurs logically in the market of lemon at growers level. Sometimes we see that the tendency is to buy when everyone else is buying, or to sell when everyone else is selling. There is no logic in such sudden market dynamics at origin. The "market" may read certain news or data, out of proportion to reality, and this will cause buyers and sellers to act in unison and in the same direction. The herd effect usually leads to the mistake of buying high and selling low. But it **is important not to get carried away by the euphoria or alarmism that the herd effect propagates and to act by reasoning the causes and effects as objectively as possible**. With objective and contrasted data and information.

When a fire breaks out in a building, if the evacuation is carried out in an orderly manner, the consequences are much less severe than if there is a stampede.